

It's that kind of experience.

December 23, 2010

Scott Newman ICCA Cable Comm Coordinator City of Royal Oak 211 S. Williams Royal Oak MI 48067

Dear Mr. Newman,

I write to inform you of several changes taking place with our video service in 2011. First, we are eliminating the use of all analog converter boxes in the system. There are several reasons that impacted this decision including the fact that the manufacturer will no longer support them, the small number of customers using them today and the significant amount of bandwidth used for analog services. As always, we will implement this change in the most customer friendly manner in two phases:

Phase One will take place on February 8, 2011 when we eliminate the electronic program guide. Any WOW! customer that has an analog converter hooked to their television will no longer receive the electronic program guide in preparation for the deactivation of the analog system later in the spring. The elimination of the guide will not cause any disruption to the cable channels provided on their televisions today. Customers with an analog converter will receive the attached notification on January 5, 2011.

**Phase two**, the deactivation of the analog converters, will take place in the spring of 2011. Customers will receive a reminder notification with the specific date that all analog converters will be shut down. At this point customers can disconnect the cable from the converter and connect it directly to the back of their television or subscriber to digital services.

The Discovery Health channel is changing to the Oprah Winfrey Network or OWN on January 1, 2011. The migration to OWN will be seamless to the customers and will not result in a change to either our existing packages or rates.

Finally, customer demand for expanded HDTV program offerings continues to grow. Meeting this need requires us to convert analog channels to the digital platform in 2011. The elimination of the analog converters during the first quarter helps set the stage for our new digital platform. Our digital expansion communication and execution plans are in the final development stages which I will communicate to you early next year.

Feel free to contact me with any questions or concerns you may have at 248-677-9069.

Regards,

Kathy Chimotead
Kathy Armstead

Government and Customer Relations Manager



December 27, 2010

Dear WOW! Customer,

We are making an important change concerning our analog converter boxes that could directly impact how you view our cable service. Because these boxes are no longer supported by the manufacturer, and in preparation for future network upgrades, we are discontinuing service of these boxes over two phases.

Phase 1: Effective February 8, 2011, the electronic program guide on all analog cable boxes in your home (Models 8600X or 8610X) that are connected to our cable service will no longer function. *Please rest assured that the guide elimination will not cause any disruption to the actual cable channels provided on these TVs.* 

Phase 2: In the spring of 2011, all analog boxes will be shut down which will prohibit them from being usable on a television. As a reminder of the pending change, we will notify you via mail again a few weeks prior to the shut down of the analog boxes. Once these analog boxes (Models 8600X or 8610X) are shut down, they cannot be used to view WOW! Cable. To continue to receive WOW! Cable without interruption, simply remove the analog box from your television and instead connect your television directly to the cable outlet on the wall. Please note that our Digital Cable receiver boxes are not affected by this change.

All charges associated with any analog cable receiver boxes will be removed automatically from your monthly WOW! statement on your first bill after January 5, 2011. You are welcome to take action at any time by disconnecting your analog boxes and connecting the coaxial cable coming in from your wall directly to your cable-ready TV for uninterrupted service. We encourage you to return the cable box and remote control to a local recycling center. You can find a local recycle center online at www.eiae.org.

If you are interested in alternative solutions to continue to receive an electronic program guide, please contact us anytime at 1-877-283-6118. We have included some Frequently Asked Questions below regarding this change.

Sincerely,

Mark Dineen

Senior Vice President and General Manager

## FREQUENTLY ASKED QUESTIONS

What is the impact of this change?

Mark Dincen

You will not lose any channels as of this change. The electronic program guide will no longer function as of February 8, 2011.

What are my options to continue receiving an electronic program guide?

WOW! offers two levels of Digital Cable service that both include an Interactive Program Guide to help you manage your viewing options.

How will this affect other TVs in my home?

Only TVs connected to analog cable receiver boxes (Models 8600X or 8610X) will no longer receive the electronic program guide after February 8, 2011. Any TV connected directly to WOW! Cable (without a receiver box) or connected through a WOW! Digital Cable receiver box are not affected.